

City of Long Beach, California  
Department of Development Services  
**Corridor Investment Projects**  
(FY1980 - FY2012)

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## Executive Summary

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Long Beach is a great city, blessed with an unsurpassed location and a population of almost 500,000 people. Measuring 50 square miles with eight miles of beaches, Long Beach is the envy of many cities across America. One of our most valuable assets is the diversity of our many neighborhoods, and the nearly 150 neighborhood associations that make up our fair city. Long Beach is home to a wide array of vibrant, residential communities including Coolidge Triangle, El Dorado Park, Alamitos Heights, East Village, Willmore, Sleepy Hollow, California Heights, Bixby Knolls and more.

One of the key goals and objectives of the Mayor and City Council over the past several years has been to improve the commercial corridors adjacent to our residential neighborhoods. As a result, the past 15 years have seen a diversification of redevelopment activities throughout the City, and not just in our downtown. This is a result of a concerted effort by all levels of local government to focus on strengthening our neighborhoods and business corridors. Thanks to the dedication of the Long Beach Redevelopment Agency, The Long Beach Housing Development Company, our Neighborhood Services Bureau and our entire Department of Development Services, this revitalization effort is now evident throughout the City.

This report documents many of the public investments we have made along our commercial corridors within the past 15 years. This investment was made possible through strategic partnerships with our Police Department and the Prosecutors Office to eliminate nuisance properties that receive an inordinate amount of calls for emergency services. Through focused acquisitions, we have purchased, relocated and demolished over 50 violent crime “hot spots,” including 15 liquor stores, 17 motels, 12 apartment units and 10 ancillary establishments in the past six years alone. These sites are now available for more desirable and sustainable development projects that will enhance the adjacent neighborhoods.

In addition to our focus on public safety, education remains one of the biggest economic tools for any city in America. The City of Long Beach strives to provide the safest atmosphere possible around our school campuses to promote education and create a supportive learning environment. Much of the work on our corridors has been completed adjacent to our elementary, intermediate and high schools. These improvements have benefited the entire community, and have been integral to making our schools a more secure place for students to receive an education.

On behalf of the City of Long Beach, please enjoy this corridor investment report highlighting our recent accomplishments.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Amy Bodek', with a long horizontal flourish extending to the right.

AMY J. BODEK, AICP  
Director of Development Services



# North Long Beach Corridor Investments

## Bixby Knolls on Long Beach Boulevard (Long Beach Blvd. - Wardlow Road to Del Amo Blvd.) Total Public Investment: \$3.5 Million (FY2003 - FY2010)

### Bixby Knolls on Long Beach Boulevard

The retail corridor along Long Beach Blvd. in Bixby Knolls between Wardlow Road and Del Amo Blvd. stands as the mature elder to its Atlantic Avenue sibling. Along this corridor a wide variety of business and professional services buildings have established and continue to grow amid handsome mid-century modern architecture. From doctors and lawyers to architects and developers, Long Beach Blvd. continues to provide top quality services to the local community and larger region. Similarly, the RDA continues to assist these businesses through commercial façade and major street and infrastructure improvements.

#### 1. Long Beach Blvd. Overlay

Complete resurfacing of Long Beach Blvd. between Wardlow Road and San Antonio Drive.  
- Investment: \$1 Million

#### 2. Long Beach Blvd. Overlay and New Medians

Complete resurfacing of Long Beach Blvd. between San Antonio Drive and Del Amo Blvd. including new landscaped medians.  
- Investment: \$2.1 Million

#### 3. Island Enterprises (4101 Long Beach Blvd.)

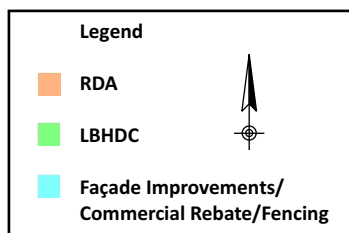
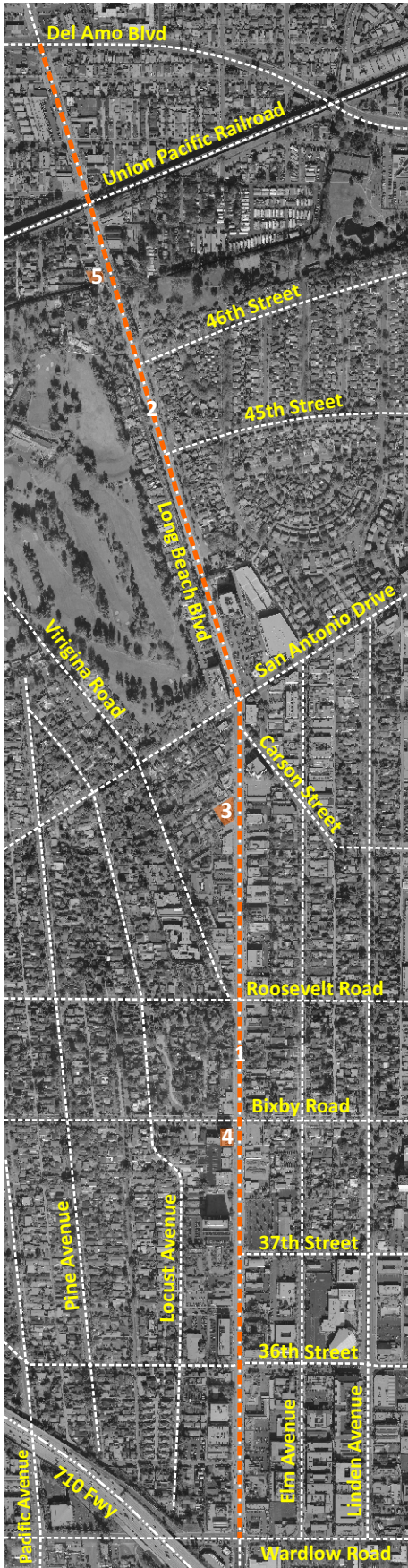
Façade improvement included paint and stone facing on building. The owner has added to the improvement with signage, lighting and additional paint accents.  
- Investment: \$50,000

#### 4. 3777 Long Beach Blvd.

Façade improvement included paint and signage on building.  
- Investment: \$114,400

#### 5. Johnny Rebs' Inc. (4663 Long Beach Blvd.)

Family restaurant serving authentic Southern food.  
- Investment: \$200,000 (Revolving Loan)





# North Long Beach Corridor Investments

## Bixby Knolls on Atlantic Avenue

(Atlantic Avenue - 405 Fwy. to Del Amo Blvd.)

**Total Public Investment: \$19.4 Million**

(FY2005 - FY2009)



### Bixby Knolls on Atlantic Avenue

The retail corridor along Atlantic Avenue in Bixby Knolls between Wardlow Road and Del Amo Blvd. has emerged as one of the City's greatest revitalization success stories. From its unique boutique shops and bustling restaurants to the grassroots, community driven art and entertain venue known as Gallery Expo, the area has reinvented itself to become the go to destination in North Long Beach. The RDA has worked hand in hand with local business either directly or through its cutting edge business improvement association, the Bixby Knolls Business Improvement Association to develop this one of a kind neighborhood. The RDA has similarly funded major streetscape, median and parkway landscaping improvements.

#### 1. California 405 Freeway Signage

In partnership with BKBIA and Cal Trans, purchased and installed nine wayfinding signs along the 405 Freeway indicating Bixby Knolls exit ramps.

- Investment: \$13,750



#### 2. 33rd Street and Atlantic Avenue

In partnership with the BKBIA, cleared, landscaped and fenced a vacant lot owned by Signal Hill Petroleum to improve a gateway site into the Bixby Knolls area.

- Fencing Investment: \$20,000



#### 3. Expo Building (4321 Atlantic Avenue)

Acquisition of a 19,100 square foot building on a 41,000 square foot parcel for future development. RDA entered into a lease agreement with BKBIA for interim use of the property as an arts and cultural venue in 2009.

- Acquisition: \$5.1 Million

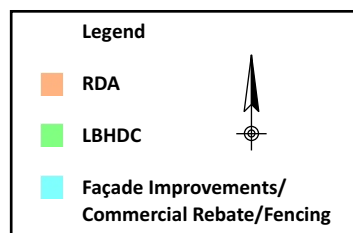


#### 4. Bixby Knolls Business Improvement Association (BKBIA)

(4313 Atlantic Avenue)

Assist BKBIA with development and marketing opportunities with a focus on capital improvements, retail development and promotion of arts and cultural events throughout Bixby Knolls.

- Investment: \$138,600 (annually)





### 5. Bixby Knolls Shopping Center Retail Loan

(4400 Block Atlantic Avenue)

Owner Participation Agreement with GASKA Development for the revitalization of the Bixby Knolls Shopping Center, including construction of the new Marshall's Department Store. Completed in 2010.

- Investment: \$3.7 Million



### 6. Bixby Knolls Shopping Center California Plaza Façade Grant

(4400 Block Atlantic Avenue)

Grant Agreement with GASKA Development for façade improvements to enhance 12 commercial storefronts.

- Investment: \$500,000



### 7. Atlantic Avenue Furniture (4310 Atlantic Avenue)

In 2008, Agency staff completed another façade improvement at 4310 Atlantic Avenue. The project replaced the near lime green paint with a soothing melon color. New signage was provided and the blue awning with letters were replaced with a contrasting green that blend with surrounding businesses.

- Total Grant Agreement: \$10,400



### 8. Atlantic Avenue Economic Development

The RDA entered in to a contract with an economic development consultant to provide business recruitment and retention services, strategic planning and related consulting.

- Investment: \$72,000 (annually)

### 9. "Orange Twist" by Kathi Caricof (Atlantic Avenue median, south of 46th Street)

The sculpture, entitled "Orange Twist," is made of a stone-like material, is 12' tall and 9' wide and sits atop a granite base. Located on street median at entry to Bixby Knolls shopping district. Installed in 2009.

- Investment: \$104,000



### 10. Hyett Palma 2009 Bixby Knolls Enhancement Strategy

Worked with BKBIA to update and complete an analysis of market opportunities and economic enhancement strategies for Bixby Knolls.

- Investment: \$42,500

### 11. North Police Station (4891 Atlantic Avenue)

The North Long Beach Patrol Substation was re-opened in late 2004 to replace the deficient and overcrowded station constructed over 20 years previously. The new station maintains its central location within the patrol division and provides similar response times to all areas through its location on major east-west and north-south arterial corridors as well as proximity to freeway access. The new station also added new functional requirements including community meeting facilities. Completed in 2004.

- Investment: \$9 Million



### 12. Atlantic Avenue Street Improvement (Bixby Road to San Antonio Drive)

Street resurfacing of Atlantic Avenue on designated area, with the addition of enhanced medians throughout and decorative pavers at the crosswalks of Bixby Road, Roosevelt Road, and Carson Street.

### 13. Atlantic Avenue Street Improvement (Roosevelt Road to San Antonio Drive)

Street resurfacing of Atlantic Avenue on designated area. With the addition of enhanced medians throughout and decorative pavers at the crosswalks of Bixby Road, Roosevelt Road, and Carson Street.

- Investment: \$677,200



# North Long Beach Corridor Investments

## North Village

(Atlantic Avenue - Del Amo Blvd. to 60th Street)

**Total Public Investment: \$30.7 Million**

Acquisition: \$17.9 Million

(FY2005 - FY2013)



### North Village

One key objective of the Redevelopment Agency is to support the revitalization of commercial sites and to improve commercial corridors in the North Long Beach Redevelopment Project Area. The four-block area along Atlantic Avenue between 56th and 59th Streets has been identified in the North Long Beach Strategic Guide for Redevelopment for potential new development related to the creation of a strong neighborhood and pedestrian-oriented Village Center. This also featured the demolition of the City's last adult book store and theater on the student path to Jordan High School.

#### 1. North Village Center

(Atlantic Avenue between South & 60th Streets)

The primary proposed project features a 6.3-acre mixed-use Village Center with multi-family housing, commercial retail, and a public library and community center. The maximum building envelope includes up to 61 residential units; 36,000 sq. ft. of commercial retail space, including restaurant space; and a public library and community center totaling approximately 30,000 sq. ft.

- Acquisition & Relocation: \$14 Million

#### North Neighborhood Library

The proposed project is a 20,000-24,000 sq. ft. building comprised of a 16,000-18,000 sq. ft. library and 4,000-6,000 sq. ft. of community meeting space. The project includes parking to meet appropriate requirements for the public use of the 50,000 sq. ft. site in compliance with applicable building codes. The new library will accommodate a collection of 70,000 books and media items and 10,000 digital books. It will have 200 reader seats, 48 public access computers and laptop, tablet, and e-book plug-ins at 30 tables. The community meeting space will have a total capacity of 200 seats.

- Investment: \$8 Million (American Reinvestment & Recovery Act)

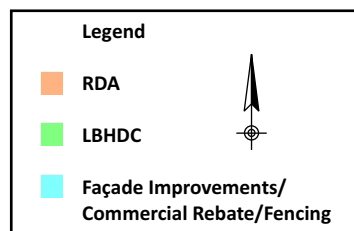
#### 2. Retail (5564, 5616-5618, 5641-5643, 5645, 5647-5649, 5661, 5701-5705 Atlantic Avenue)

In an effort to support the revitalization of commercial sites along the North Village area, the Agency focused on numerous adjacent parcels of land to be used for neighborhood-serving retail. Though the average parcel site is 4,100 square feet, the varying sizes of the area's commercial buildings make this area an attractive location for businesses of all types.

- Acquisition & Relocation: \$3.9 Million



North Village Center Master Plan





### 3. Parking Lots

(5648 Atlantic Avenue, 5722 Linden Avenue - corner of South Street & Linden Avenue)

Pursuant to the North Long Beach Strategic Guide for Redevelopment, the Agency acquired property as part of an implementation plan for an improved parking program. This program integrates new parking lots into common shared parking areas to improve pedestrian-oriented village center nodes, making them easily accessible to nearby residents and local workers.

- Investment: \$375,000



5648 Atlantic Avenue



5722 Linden Avenue

### 4. Atlantic Avenue Street Improvements

The North Long Beach Strategic Guide for Redevelopment and the North Long Beach Street Enhancement Master Plan identified opportunities for street improvements along two areas of Atlantic Avenue. Improvements included median construction and landscaping, street resurfacing, decorative crosswalk pavers and installation of pavement markers, street and pedestrian lighting.

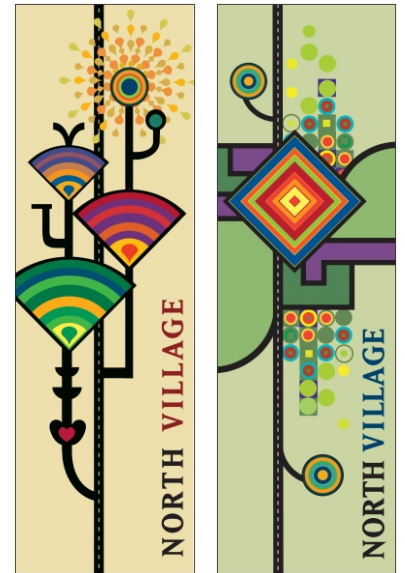
- Investment: \$4.3 Million



### 5. North Village Banners (55 total on Atlantic Avenue from 56th Street to 59th Street)

The banners for North Village and Virginia Village by Steve Child are inspired by the historic Art Deco architecture of Long Beach Blvd. and the new streetscape enhancements that are part of the revitalization of North Long Beach. The artist uses color and geometric pattern to convey a sense of energy and vitality to the streetscape.

- Investment: \$6,500



### 6. "Urban Totems" by Alber and Luna De Matteis

Located in the median on Atlantic Avenue south of South Street. This pair of free-standing, totemic sculptures create a distinctive pedestrian gateway for the corridor.

- Investment: \$75,000



### 7. Mobile Art Exhibits (not shown on map)

In collaboration with the Arts Council for Long Beach, the Agency continues to install temporary art in vacant storefronts in the Atlantic Avenue and South Street area. Installations remain at each site for approximately six months.

- Investment: \$25,000



5645 Atlantic Avenue by Cheryl Walker



620 South Street by Bari Ziperstein



5618 Atlantic Avenue by Karen Reitzel

# North Long Beach Corridor Investments

## Long Beach Boulevard

(47th Street to 710 Fwy.)

**Total Public Investment: \$30.1 Million**

Acquisition: \$21.3 Million

(FY2004 - FY2011)



### Virginia Village

Virginia Village is a seven block pedestrian oriented neighborhood-serving commercial area adjacent to the intersection of Long Beach Blvd. and Market Street. Over the past five years, the RDA has undertaken and successfully completed numerous projects and programs in the Virginia Village area (historic core) of North Long Beach. Much of the RDA effort has concentrated on the acquisition and demolition of blighting influences. For example, the former El Paisano Bar located at 5368 Long Beach Blvd. was acquired in 2008 thereby ending years of numerous police service calls related violent crime and property damage. Central to the RDA improvements in the Village are extensive street reconstruction and decorative landscaping improvements, while façade and storefront renovation assistance have restored multiple buildings to their original period luster.

#### 1. Long Beach Blvd. Streetscape Improvements (Del Amo Blvd. to 56th Street)

Construction is currently underway on a streetscape improvement project along Long Beach Blvd. between Del Amo Blvd. and the 710 Freeway. Improvements include street resurfacing, decorative crosswalk pavers, new concrete sidewalks, street trees, historic light medallions, street lighting and a one-way traffic couplet at 56th Street and Ellis Street.

- Investment: \$8 Million



#### 2. Virginia Village Commercial Façades

(5300, 5304, 5306, 5318, 5322, 5344, 5350, 5351, 5353, 5355, 5358, 5360, 5362, 5366, 5413, 5415, 5417 & 5421 Long Beach Blvd.)

In an effort to improve blighted commercial buildings in several locations in Virginia Village along Long Beach Blvd., façade improvement projects have been completed at the above addresses. Examples of façade improvements include: painting, new storefronts, awnings, signage, lighting and ADA upgrades. To date, focus has been on the rehabilitation of historic resources in the area.

- Investment: \$500,000



#### 3. Long Beach Arts Inc. (5372 Long Beach Blvd.)

A non-profit corporation, leases the RDA-owned property. The tenants use the building as gallery space to host seven to eight juried art exhibitions a year and also exhibit art from local and national artists.

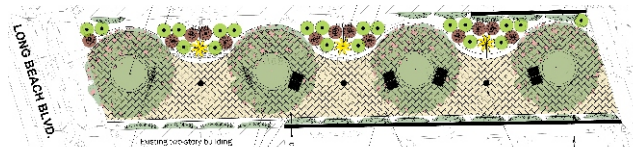
- Acquisition: \$498,000

#### 4. Open Space & Public Art

The Redevelopment Agency acquired the properties located at 5368 and 5372 Long Beach Blvd. The Virginia Village Paseo is under construction and will connect the Virginia Village commercial area to the adjacent residential neighborhood. Improvements will include permeable brick paving, seating areas, landscaping, bicycle racks and lighting.

- Acquisition: \$983,000

- Investment: \$150,000





#### 5. Parking Lots and Public Art (5400 & 5412 Long Beach Blvd.)

The site will provide additional parking for the businesses in the Virginia Village area and will include a public art installation and mural on the adjacent building.

- Acquisition: \$936,000

#### 6. 5060-5098 Long Beach Blvd. (Between Home Street & Sunset Avenue)

The project site contains approximately 1.3 acres of land and is currently vacant. A violence prone liquor store and hotel were demolished across the street from the new Dooley's elementary school. The site is zoned for commercial uses along Long Beach Blvd. and for single-family residential use along a portion of Cedar Avenue. The intent is that the full site be re-zoned to accommodate the development of single-family, detached homes for sale at market rate and neighborhood serving retail along Long Beach Blvd.

- Acquisition & Relocation: \$7.2 Million



PRELIMINARY SITE PLAN

#### 7. Virginia Village Banners (30 total on Long Beach Blvd. from 53rd Street to 56th Street)

The banners for North Village and Virginia Village by Steve Child are inspired by the historic Art Deco architecture of Long Beach Blvd. and the new streetscape enhancements that are part of the revitalization of North Long Beach. The artist uses color and geometric pattern to convey a sense of energy and vitality to the streetscape.

- Investment: \$6,500



In October 2011, the Redevelopment Agency again demonstrated its commitment to sponsoring public art by completing three new installations in North Long Beach. “Playing Chase”, “Concert for the Wind”, and “Urban Totems” create whimsical, visual displays that help encourage a sense of community and civic pride. The installations were selected by a Citywide Selection Panel consisting of art and design professionals, members of the Arts Council’s Advisory Committee for Public Art and local community members convened by the Arts Council for Long Beach.

#### 8. “Playing Chase” by Rob Neilson (not shown on map)

Located in Chace Park at the corner of E. Market Street and Dairy Avenue. The installation features colorful figurative sculptures of running children, playing on the namesake of this pocket park.

- Investment: \$50,000



#### 9. “Concert for the Wind” by Alber and Luna De Matteis (not shown on map)

Located at Grace Park, on the corner of Plymouth and Elm Streets. The artist team of Alber and Luna De Matteis crafted this imaginative metal canopy that covers a bench ornamented with tile mosaics, creating a unique gathering space featuring decorative hardscape and amenities.

- Investment: \$50,000



## Sleepy Hollow

*Sleepy Hollow is a unique neighborhood located in a wedge of land between the northern portion of the Virginia Country Club golf course and the southern edge of the Sleepy Hollow greenbelt running along an elevated railroad right-of-way. The neighborhood is accessed from Long Beach Blvd. via 47th Street, behind a variety of single-story commercial properties and restaurants. The RDA has worked to improve the commercial corridor adjacent to this hidden gem in the City.*

### 10. Grisham Community Housing (11-b W. 49th Street at Grisham Avenue)

The LBHDC and RDA acquired 26 parcels containing 26 four-plex buildings in very poor condition. The LBHDC conveyed the site and provided financial assistance to the Los Angeles Community Design Center, who completely rehabilitated the units, demolished two buildings and replaced them with a childcare center, community room, and open space. The 96 refurbished units are rented to very low- and low-income households. Completed in 2004.

- Acquisition & Construction: \$7.9 Million



### 11. Pancho Carniceria Improvements (4945 Long Beach Blvd.)

#### & Protek Auto Improvements (4947 Long Beach Blvd.)

560 linear feet of new signage and paint. Agency staff, in conjunction with Neighborhood Services, worked with the property owner of a blighted commercial property to improve the façade. Improvements consist of removal of a cinder block wall, painting and uniform signage.

- Investment: \$14,000



4945 Long Beach Blvd.



4947 Long Beach Blvd.

### 12. Camelot Center Improvements (4900 Block of Long Beach Blvd.)

340 linear feet of new uniform and illuminated channel letter signage. Agency staff, in conjunction with Neighborhood Services, worked with the property owner of the blighted strip mall to improve the façade. Improvements consist of uniform illuminated channel letter signage.

- Investment: \$32,000



### 13. 4800 Long Beach Blvd.

One of the goals prioritized by the community is the development of housing along Long Beach Blvd. To further these goals, the Redevelopment Agency has assembled a 1.1-acre site located at the southeast corner of Long Beach Blvd. and 49th Street (4800-4870 Long Beach Blvd.) former homes to several violence prone motels. The site is located just south of Del Amo Blvd. near the area known as Virginia Village. Staff has entered into discussions with ArchiTaller Inc. and United Cerebral Palsy (Participants) for development of a 30-unit assisted living housing development. During this negotiation period, the Agency has commissioned a large public art project, entitled "Diverse Similarities," designed by a local artist and painted by local school children along the property line fencing.

- Acquisition & Demolition: \$3.8 Million



### 14. Utility Box Painting

Located at northwest corner of 47th Street and Long Beach Blvd. by local artist Ann Bridge painting "Landscape" on one existing utility box.

- Investment: \$2,000





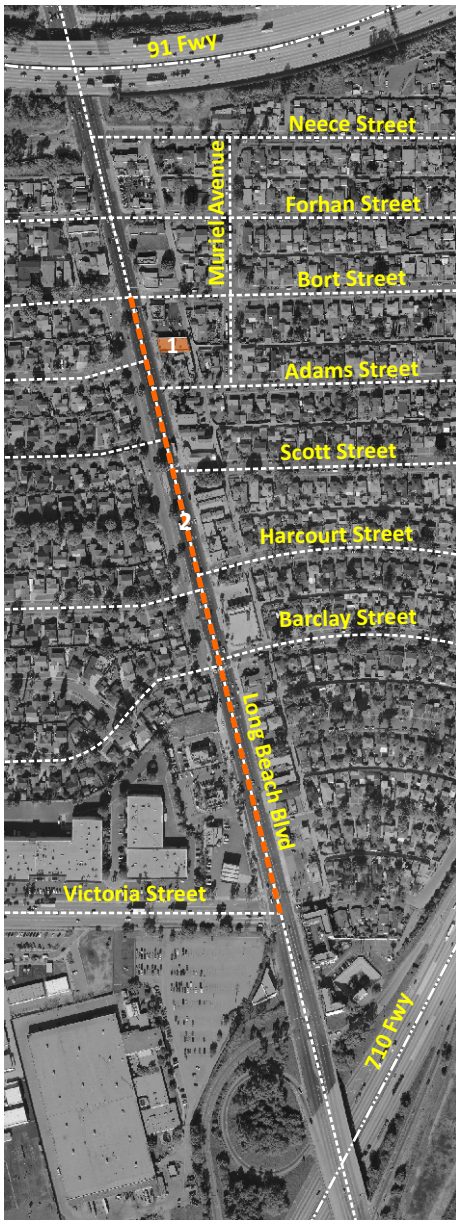
# North Long Beach Corridor Investments

## Coolidge Triangle

(Long Beach Blvd. - 710 Fwy. to 91 Fwy.)

**Total Investment: \$624,300**

(FY2009 - FY2010)



### Coolidge Triangle

That portion of Long Beach Blvd. north of the 710 Freeway, south of the 91 Freeway and adjacent to the Coolidge Triangle Neighborhood (which is bordered by all three roadways) serves as an important northern gateway into Long Beach and is home to established neighborhood serving retail. This important corridor has been the focus of the RDA as recent major streetscape improvements between Bort and Victoria streets complete contiguous street and median improvements along Long Beach Blvd. from the 91 Freeway south to the 405 Freeway. As in the other corridors, here too RDA staff continue to assist businesses and property owners with commercial façade improvements to further improve the livability and economic viability of the corridor.

#### 1. London Market (6350 Long Beach Blvd.)

Façade improvement to include paint, new signage, trash enclosure, bike racks, parking lot slurry and striping. The owner added window replacement and anti-graffiti film, landscaping, lighting, roof repair, removal of public telephone and newspaper racks. Completed in 2009.

- Investment: \$115,000

- Total Project Costs: \$153,300

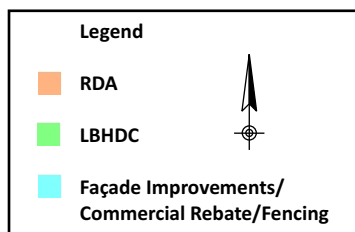


#### 2. Long Beach Blvd. Median Improvements

(Bort Street to Victoria Street)

The improvements included concrete medians, curb and gutter, curb ramps, sidewalks, bus pads, median landscaping and irrigation, traffic signal, traffic signage and striping. Completed in 2010.

- Investment: \$471,000



# North Long Beach Corridor Investments

## Artesia Boulevard

(Long Beach Blvd. to Paramount Blvd.)

**Total Investment: \$23.4 Million**

Acquisition: \$13.4 Million

(FY2007 - FY2011)



### Artesia Boulevard

Revitalization of Artesia Blvd. has been a major focus for the RDA. Several projects have been completed, with several others in the planning stages. A key project on Artesia Blvd. is the Gateway Median at the entry into Long Beach. Improvements include new landscaping, irrigation, decorative lighting, and monument signage. The Agency has finalized plans for median improvements that address the remainder of Artesia Blvd. between Atlantic Avenue to Obispo Avenue.

#### 1. “Ta Da!” by John Clement (Artesia Blvd. east of Long Beach Blvd.)

A public art sculpture entitled “Ta Da!” was installed in the Artesia Blvd. median in front of Starr King Elementary School.

- Investment: \$75,000



#### 2. Atlantic Avenue & Artesia Blvd. Intersection (Northeast corner)

The intersection of Atlantic Avenue and Artesia Blvd. is a key intersection in North Long Beach. The Redevelopment Agency has assembled a 2.2-acre site, which is currently vacant. An Exclusive Negotiating Agreement (ENA) was approved with Primestor, Inc. and discussions with this Developer are currently underway for the development of a neighborhood-serving shopping center. This intersection provides an excellent opportunity for the development of a high-quality, automobile-oriented retail center that will serve as the northern gateway to Long Beach. The community's preference is to have a full-service, sit-down restaurant at the corner.

- Acquisition & Relocation: \$11 Million



#### 3. Artesia Blvd. Streetscape Enhancements

(Between Atlantic and Obispo Avenues at the entry to Long Beach)

In 2007, the Agency completed the Gateway Median project into Long Beach on Artesia Blvd., which included new landscaping, irrigation, decorative lighting, and monument signage. These median improvements included new raised medians, landscaping, and irrigation.

- Investment: \$1.9 Million





#### 4. Fire Station 12 (1199 E. Artesia Blvd. at Orange Avenue)

The new Fire Station 12 building and Emergency Resource Center began construction April 2010 on the 1.2-acre site at the corner of Artesia Boulevard and Orange Avenue. With a projected completion date of October 2011, the new Fire Station 12 will include a 5,200 sq. ft. Emergency Resource Center. This facility will be the second LEED-certified public building in the Long Beach.

- Acquisition: \$2.4 Million
- Relocation: \$889,000
- Demolition: \$74,700
- Total Investment: \$10 Million



#### 5. Durbin Property (6700 Cherry Avenue)

Fencing improvement to remove blighted chain link and replace with wrought iron fence with pickets for security.

- Investment: \$85,500



#### 6. Kim Auto Repair (6999 Paramount Blvd.)

Fencing improvement to remove blighted chain link and replace with blue wave.

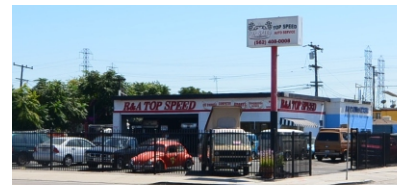
- Investment: \$65,000



#### 7. Top Speed Auto Repair (6990 Paramount Blvd.)

Fencing improvement to remove blighted chain link and replace with blue wave.

- Investment: \$56,600



#### 8. Paramount Petroleum Façade Improvement Project (Artesia & Paramount Blvds.)

In May 2010, the Agency, through its Commercial Façade Improvement Program, completed improvements to the Paramount Petroleum facility located on the southwest corner of Artesia and Paramount Blvds. These improvements include the design and installation of new hardscape and landscape material, American Disability Act compliant sidewalks, fencing, stone pilasters and a tubular steel electronic gate. The project also included a ten-foot enhanced block wall with matching concrete caps constructed from the driveway on Paramount Blvd. Around the corner to the driveway on Artesia Blvd.

- Investment: \$85,000



#### “Paramount” by Terry Braunstein

Public art is another Agency tool being utilized to revitalize Artesia Blvd. The Paramount Petroleum project includes a major public art component featuring a mosaic art piece. It was installed in an effort to further beautify the existing industrial lot. The mosaic features a man creating a globe kneeling atop a steel girder that is supported by two petroleum workers complete with safety gear and hard hats.

- Investment: \$85,000



# North Long Beach Corridor Investments

## Atlantic Avenue

(60th Street to Artesia Blvd.)

**Total Public Investment: \$5.5 Million**

Acquisition: \$4.5 Million

(FY2009 - FY2011)



### Atlantic Avenue

RDA working with the community, has developed a vision for North Long Beach that includes revitalization of the major commercial corridors. For Atlantic Avenue, that vision is comprehensive. Representative projects include the acquisition and demolition of severely blighted properties at Atlantic Avenue at Artesia Blvd. including a violent crime addled liquor store and dilapidated fast food restaurant adjacent to Jordan High School to clear the way for development of a striking commercial gateway with a high-quality restaurant anchor tenant. Improvements at Jordan High School were implemented to address the safety of the walking areas to provide safe access to the student population. Significant improvements to the visual quality of the area are well underway. RDA has expended over \$4 million in refurbishing and landscaping existing medians, adding landscaped off-street parking, decorative pavers, public art and assisting the property owners of over 20 buildings with façade improvements. The North Village Center project will provide additional major improvements, including a mixed-use development combining residential, neighborhood serving retail and a state of the art new public library to be completed in 2013.

#### 1. Jordan High School Decorative Landscape Median Fence & Traffic Signal

(Atlantic Avenue between Artesia Blvd. & Aloha Circle)

Installed median fence to deter pedestrians from crossing in the middle of the road and improve the look of the area. Parking lot consists of 33 parking spaces (2 for disabled) and provides necessary parking for the Atlantic Avenue businesses and the future North Village center. Improvements included drought-tolerant landscaping, new paving, lighting, and a masonry wall. Completed in 2009.

- Investment: \$855,400



#### 2. Houghton Park Study (6301 Myrtle Avenue)

The Agency selected an architect and engineering consultant to prepare a Houghton Park Community Center Assessment and Program. This work was prepared to define the scope of a new community center project for Houghton Park and to assist in establishing a program and conceptual budget. The aging existing facility faces a wide range of challenges including: inflexible building spaces, conformance with building code and accessibility requirements, flooding, food preparation facilities, technology interface and environmental concerns. The reports recommends numerous improvements for the facility which are currently under evaluation.

- Investment: \$150,000



#### 3. 6101 Atlantic Avenue

The Agency is moving forward with the planning of a commercial development on a 1.4 acre site, a former violence prone hotel located on the way to Jordan High School for many students. The proposed development includes neighborhood-serving retail along with financial services tenants.

- Acquisition: \$4.5 Million





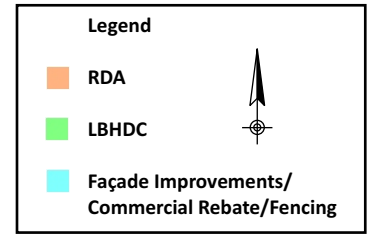
## North Long Beach Corridor Investments

## United Pacific Railroad - Security Camera

(Long Beach Blvd. to Cherry Avenue)

**Total Public Investment: \$477,000**

(FY2011 - FY2012)



**United Pacific Railroad**

*Over the past several years, the City of Long Beach has deployed video surveillance cameras to enhance public safety in our community. These cameras have proven to be a cost-effective tool for preventing, deterring and investigating crimes. RDA is providing financial support for the Technology Services Department, in collaboration with the Police Department to expand use of video surveillance cameras into the North Long Beach Redevelopment Project Area. The camera project includes the design and installation of outdoor surveillance cameras and supporting equipment to be mounted on light poles, traffic signals and buildings. The camera systems will support neighborhood and economic revitalization and enhance law enforcement practices by preventing and discouraging crimes, including person and property offenses, and gang & drug activity.*

**1. Security Camera** (Long Beach Blvd, Del Amo Blvd., Atlantic Avenue, Orange Avenue & Cherry Avenue)

The cameras will be installed at 17 locations including the intersections where the Union Pacific railroad crosses major streets.

- Investment: \$400,000

## 2. Del Amo Railroad Embankment

A landscape plan has been completed that will include hydro seeding of drought tolerant, native planting materials. The area will include the embankment from Del Amo Blvd. to Atlantic Avenue. The Port of Long Beach and the Redevelopment Agency will participate financially.

- Estimated Cost: \$77,000





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**Building A Better Long Beach**  
[www.LongBeachRDA.org](http://www.LongBeachRDA.org)



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